

INSIDE

SAN JOSE

A CITY OF SAN JOSE PUBLICATION
www.sanjoseca.gov

SAN JOSE Builds

The Finnish Are Coming! The Finnish Are Coming!

San José to be Global Base for Finnish Software Innovation Companies

City of Oulu, Finland will locate more than 20 software companies in San Jose over the next 5 years. These high-growth technology start-ups—already with impressive track records in Finland—are bringing their innovative technology to Silicon Valley. They will promote mutually beneficial business arrangements leveraging Oulu as well as San José's partners, collaborators and talent. The goal is to take their brands to the global marketplace.

Oulu companies will initiate a U.S. launch through the Global Cluster Program (GCP), an effort funded by the government of Finland. The Global Cluster Program chose San José based on the City's standing as an international city and its access to the capital, talent and partners that will help fuel their growth. San José's reputation as a crossroads for ideas, talent, culture and business continues to change the world.

Work for GCP was put forth by the City of San José Office of Economic Development,

the City of Oulu, Oulu Innovation Oulu University and the Oulu Wellness Institute over the past 2 years. The first Oulu companies to establish a presence in San Jose via the Global Cluster Program include BBS, Codenomicon, EB, Navicron and Tracker.

As a leading center of mobile communications technology and home to Nokia's Research Center, the city of Oulu, Finland is Northern Europe's most significant high-tech powerhouse. With over 800 high-tech companies, considerable research and development capabilities and the second largest university in Finland, Continued on page 2

San José Builds 2
San José Invests 3
San José Streamlines 4
San José Cares 6
San José Conserves 7
San José Plays 8

INSIDE
THIS
ISSUE

The Mission of the City of San José is to provide quality public services, facilities and opportunities that create, sustain and enhance a safe, livable and vibrant community for its diverse residents, businesses and visitors.

SAN JOSE Builds *continued*

The Finnish Are Coming!

San José to be Global Base for Finnish Software Innovation Companies



Photo of Oulu Downtown

Oulu enjoys a robust economy and a strong well-educated talent base. Oulu and San José have similar characteristics: a progressive technology hub and the entrepreneurial energy that inspires innovation.

Like San José, Oulu has nurtured technology start-up companies. The university sponsors several business incubators, including Infotech Oulu and Biocenter Oulu, and the Center for Wireless Communications Institute.

The Oulu companies will initially be residents of the US Market Access Center (US MAC), the leading gateway to the United States for international companies. The US MAC is located in Downtown San José and offers home office and business development services, including extensive research and consulting services, to international companies. US MAC is operated and managed by the San Jose State University Research Foundation in partnership with the San Jose Redevelopment Agency. The, US MAC, formerly the International

Business Incubator, was established in 1995 to attract international firms to San José and to help them enter the U.S. market.

The Finnish companies will take advantage of US MAC services and networks that speed time-to-market and accelerate market growth. US MAC can provide a smooth transition, an extensive “know-how/know-who” network, deep software industry expertise and customized market assessments.

Oulu proclaimed itself a technology city in 1984, it was a visionary strategy. At the time, the city was known as an export center for fur, salmon and wooden ship tar. Oulu has now risen to become one of the hottest centers of technology in the world and has established its reputation as a technology city in the Finnish national consciousness. As companies began to take off, so did a strong need to build marketshare and partnerships beyond the borders of Finland and the European Union and that's what led them to San José. The Oulu companies join the ranks of other international firms now calling San José home. For information contact steven.brewster@sanjoseca.gov or call 408.535.8168.

Consolidating in San José

Critchfield Mechanical Relocates to San Jose - Critchfield Mechanical, a leading mechanical contractor that designs and builds HVAC and plumbing systems buildings and high rises, is consolidating its Menlo Park and Campbell operations to the former Smurfit container manufacturing facility—a 150,000sf building in North San José. The building, zoned light use/industrial, will house 650 Critchfield employees. Tenant improvements of the building will be expedited through San José's Special Tenant Improvement Program (STIP). For more information contact Sjraworks@sanjoseca.gov or call 408.535.8549.



SAN JOSE

Invests

Changing the Face of San José through Community Involvement

Report Finds Significant Achievements in Strong Neighborhood Initiative Area

The City of San José and the San Jose Redevelopment Agency is successfully engaging the community according to the 'Report on Investment in the Strong Neighborhoods Initiative Area' by Seifel Consulting, in conjunction with the Redevelopment Agency. San José is seeing significant results through its Strong Neighborhoods Initiative (SNI). After six years of focused effort on 19 disinvested neighborhoods, approximately \$2.7 billion has been invested in those neighborhoods for public projects, new housing, and new commercial development.

"Our Strong Neighborhoods Initiative investments are paying off. San José's investments have spurred significant private and public investment in our Strong Neighborhoods Initiative communities," said Mayor Chuck Reed. "Our \$76-million SNI investment has been multiplied 34 times over with almost \$2 billion in new housing and commercial development and \$679 million invested by the Agency, City, and other public entities."

Launched in 2000, the SNI is a partnership between City government and the community to build safe, clean, attractive neighborhoods with strong, independent and capable neighborhood organizations by building leadership, engaging residents, fostering community pride, and strengthening community relationships with City government. In close partnership with neighborhood leaders, Strong Neighborhoods has established 19 Neighborhood Advisory Committees that now function as Neighborhood Action

Coalitions (NAC), led by over 400 residents, business owners and service providers. The NACs have developed and approved 19 plans that lay out the vision and top priorities of each individual neighborhood. The City of San José and the Redevelopment Agency have invested more than \$76 million for over 120 top ten of the neighborhood priorities, including improving pedestrian safety, rehabilitating homes, planting trees, and revitalizing business facades.

"The SNI effort has helped us to build successful partnerships with our residents, business owners, and property owners," said Harry Mavrogenes, Executive Director, San Jose Redevelopment Agency. "We will continue to invest in this coordinated effort to help the community take charge in transforming neglected parts of their neighborhoods to healthy neighborhoods."

Besides completing the neighborhoods' top ten priorities, the City and Redevelopment Agency, along with various public entities, have invested \$671 million towards other improvements such as schools, libraries, and parks. Additionally, the San Jose Housing Department has expended almost \$9 million for housing rehabilitation programs in the SNI area. Approximately \$2 billion worth of new housing and commercial development has been built or is under construction in the Strong Neighborhoods area, which includes \$148 million invested by the San Jose Housing Department for affordable housing projects.

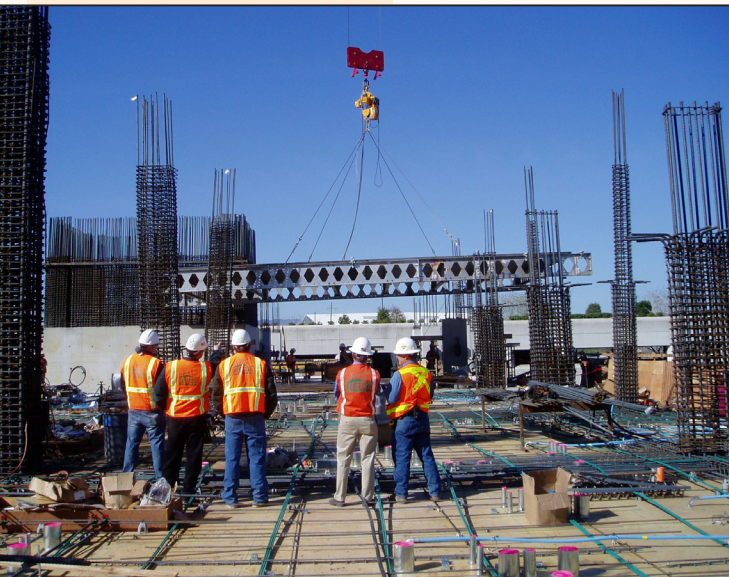
The SNI program continues to be the largest-funded program for the Redevelopment
Continued on page 6

SAN JOSE Streamlines

Planning Department Additions, Subtractions, Equal Better Service

Additions:

A Guaranteed 2nd Opinion Inspection – In most cases, the City's Building Inspectors are able to resolve issues on site during an initial inspection. Occasionally customers or inspectors need a second opinion. We now have six Supervising Inspectors designated as Field Coordinators. Their role is to ensure safety and consistency by providing a "guaranteed second opinion" for any field inspection conflicts and coordinating resolution of those issues. Each Field Coordinator serves as a single point of contact for projects within a certain geographic area of the City. The Field Coordinator's name and phone number are now being printed on all permit cards and field inspection notices, and a map with the Coordinator's areas, names and photos is posted on the City's website at <http://www.sanjoseca.gov/building/Inspection.asp>. For further Building Code related questions, please contact a Building Inspector at 408.535.7601 or by e-mail to Inspector.Building@sanjoseca.gov



Free Training for California Building Code Update - In preparation for the adoption of the new 2007 California Building Codes (CBC) which goes into effect on January 1, 2008, the Department of Planning, Building & Code Enforcement sponsored two free training seminars for the public. The all-day courses reviewed the significant code changes from the 2001 CBC to the 2007 CBC that impact Means of Egress, Accessibility & Usability, Occupancy Classifications, Allowable Areas Calculations, Type of Construction and Fire-Resistive Construction. Both courses filled quickly. For more information on the CBC adoption schedule visit the City's Code Adoption Webpage (<http://www.sanjoseca.gov/building/codeadoption.asp>) or call 408.535.7722.

On-line Development and Code Services Featured at Realtors Convention

– At the Santa Clara County Association of Realtors annual convention and trade show. Realtors were able to use laptop computers at the City's booth to access two valuable on-line services – Online Permits (www.sjpermits.org) and Case Search (www.sanjoseca.gov/codeenforcement). PBCE staff demonstrated how to submit permits and check permit history, zoning, and project status using Online Permits and research past and present code enforcement actions for properties using Case Search. This on-the-spot

training gave realtors easy access to the City's online services. For more information contact www.sjpermits.org or www.sanjoseca.gov/codeenforcement or call 408.535.3555.

“Live” Calls, Faster Call-back Times Give Customers Quick Responses – A few months ago, if you needed to call us for answers to zoning, regulations, and other planning questions, you would have been forwarded to a voice-mail and had your call returned in a day or two. Now if you call our main number under the new system, the receptionists will forward planning calls directly to a Planner who, in most cases, answers the call directly, or calls you back the same day. Phone shifts are assigned to Planners and message-tracking is greatly improved. We re-thought our systems to make sure they met our primary goal--to help the customer as quickly as possible.

Program Guide Available for Businesses Generating Waste Tires - Code Enforcement has developed a new tri-lingual Waste Tire Program Guide for businesses generating or transporting waste tires. The Guide explains the new program which requires waste tire facilities, generators, and transporters to comply with State regulations for storage, handling and disposing of waste tires. For a copy of the guide call 408.277.4528.

Subtractions:

For Now, Lights Are Out For Electronic Billboards – Neighborhoods have been spared a constant barrage of flashing billboard advertisements thanks to on the part of PBCE staff, the City Attorney's Office and the City's Legislative Representative in Sacramento. A proposed bill essentially would have allowed billboards across the City to turn into digital display message boards flashing different messages every few seconds. Our quick response identified a number of concerns with the bill including the effective increase in signage in neighborhoods, the allowance for billboard companies to remove or prune trees that block billboards under the guise of “maintenance,” the increase in lighting through the allowance of digital displays, and the increase in the value of a billboard, that may or may not have been erected legally, thus extending its potential life in the neighborhood. In light of that response, the bill's sponsor pulled it from Committee and put it on hold until January 2008. The City of San José is committed to encouraging high quality, creative, and effective signage. For more information go to www.sanjoseca.gov/planning/zoning or call 408.535.3555.

Proactive Blight Sweeps to begin in April 2008 - Code Enforcement inspectors will begin conducting sweeps for blighted conditions in the Seven Trees neighborhood in April 2008. Inspectors conducting sweeps will identify blight conditions in front yards that affect the quality of the neighborhood such as vehicles parked on unpaved surfaces, inoperable vehicles, and graffiti. Staff will also conduct workshops designed to educate residents about common blight conditions and how to come into compliance. The Seven Trees community identified enhanced code enforcement as a Building Strong Neighborhoods priority. For more information contact Code Enforcement, 408.535.3555.



Accessibility Now More Accessible

Disability Programs and Services Consolidated on City's Website

Disability Programs and Services Consolidated on City's Website - A new Disability Programs (<http://www.sanjoseca.gov/DisabilityPrograms.asp>) link is now live on the City's site. Services, programs, activities and links for those with disabilities is now easier to find. Listed under City Resources on the City's Homepage, the link takes users to the page containing disability access information and information on the Americans with Disabilities Act (ADA.) For more information on the City's ADA program contact steve.wing@sanjoseca.gov or call 408.535.8326.

SAN JOSE Cares

10th Annual Walk to End Domestic Violence

San José Leaders Walk to Raise Awareness and Encourage Involvement

A new Disability Programs (<http://www.sanjoseca.gov/DisabilityPrograms.asp>) link is now live on the City's site. Services, programs, activities and links for those with disabilities is now easier to find. Listed under City Resources on the City's Homepage, the link takes users to the page containing disability access information and information on the Americans with Disabilities Act (ADA.) For more information on the City's ADA program contact steve.wing@sanjoseca.gov or call 408.535.8326.

SAN JOSE Invests

Changing the Face of San José through Community Involvement

continued from page 3

Agency. Over the next five years, the Agency plans to infuse another \$64 million towards the program in its five-year Capital Improvement Program budget. The Redevelopment Agency does not collect tax increment from the SNI neighborhoods.

Since its inception, SNI property tax revenue has increased by 100 percent in SNI neighborhoods compared to a 72 percent increase city-wide. View the report at http://www.strongneighborhoods.org/Report06/SNI_SeifelReport.pdf

Walking on the Winning Side

San Jose in Top Ten Best Walking Cities of 2007

The Editors of Prevention Magazine clearly know a good walk when they see one. The City of San José ranked #8 on magazine annual list of Best Walking Cities. They based their selection on ideal locations to head out for a heart-pumping walking workout. Tops on the list of what makes a place fitness walker friendly are safe streets, beautiful places to walk, mild weather, and good air quality. San José's phenomenal trail system gave us the points to push us to the top.

Here are some of the specific criteria used to create the list.

- % of pop that walks for exercise
- Use of mass transit
- Parks per square mile
- Points of interest per square mile
- Avg winter/summer temperatures
- % of athletic shoe buyers

Oh, we were all over those parks-per-square-mile and points-of-interest-per-square-mile categories. Now, we just have to work on our athletic shoe buying—or could we just go with athletically buying shoes?

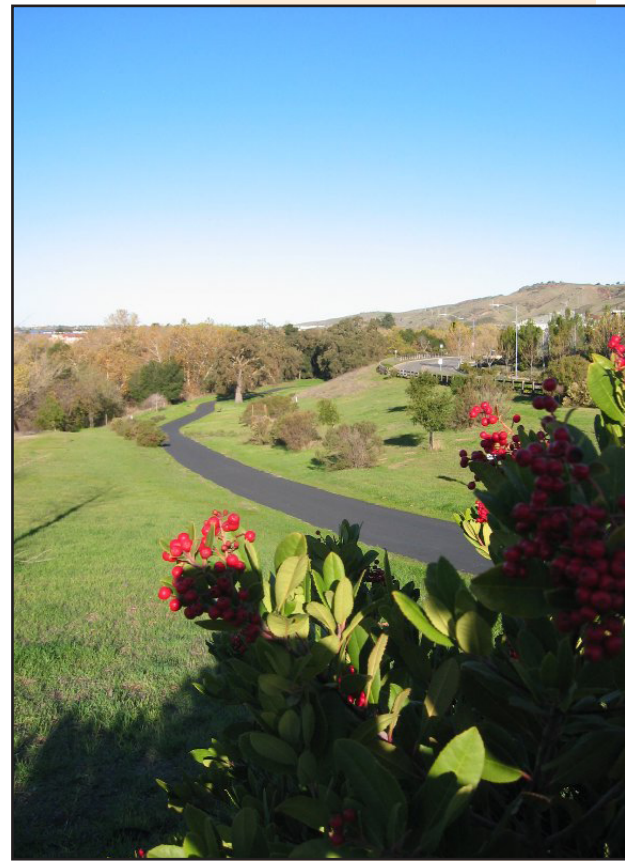


SAN JOSE → Conserves

Happy Trails to Us!

San José Trails Website Named Best in Country

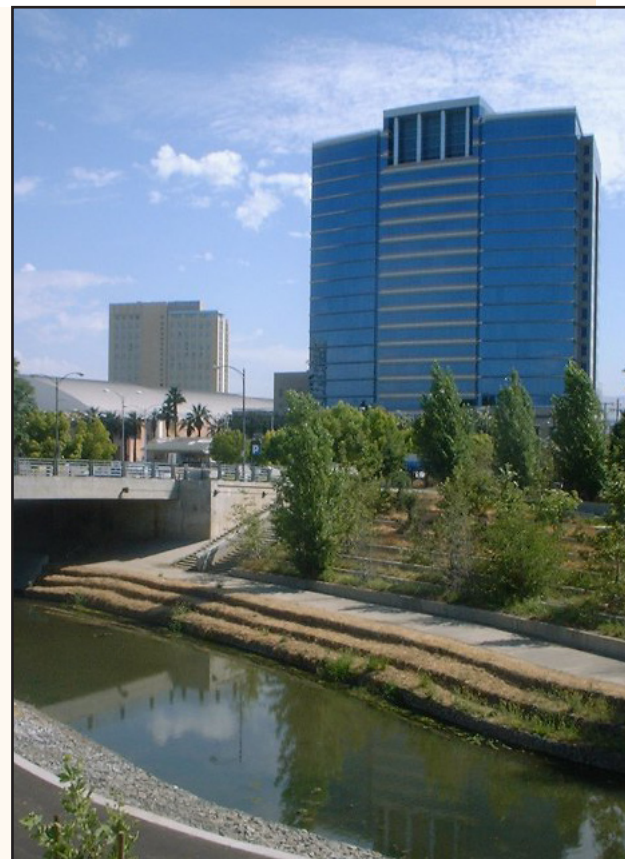
The City of San Jose strolled away with the winning websites award for the 2007 American Trails Website Contest. San Jose Trails Program was chosen for its concentration on helping residents to find a new trail and participate in planning of the future 100-mile network at www.sjparks.org/Trails. American Trails launched the first-ever contest to seek out the best websites in the cyberworld of trails and greenways. They looked for sites that really make trails come alive, and provide effective information delivery, support volunteers, and engage the public. Their focus was on showcasing ways advocates and agencies are making a difference for trails. For more information on our Trail System call 408.298.7657.



You Load 21 Tons and What Do You Get?

Coastal Cleanup Day Clean Sweep

Over 800 volunteers removed some 31,000 pounds of trash and 12,000 pounds of recyclables from local creeks in Santa Clara County in the annual Coastal Cleanup Day. In San José alone, 450 pounds were removed from Lower Silver Creek; 2,000 pounds from Upper Penitencia Creek; 200 pounds from Upper Penitencia at Alum Rock; 625 pounds from Coyote Creek at 24th St.; 10,500 pounds from Coyote Creek at Remillard; 1,250 pounds from Coyote Creek at Hellyer; 3,100 pounds from Guadalupe River Park; 7,800 pounds from Guadalupe River at Children's Discovery Museum; 4,000 pounds from Los Alamitos Creek at Almaden Quicksilver Park; and 250 pounds at Calero Creek at IBM. For more information on Pollution Prevention go to www.sanjoseca.gov/esd/water-awareness or call 408.945.3000.



CITY NEWS

SAN JOSE Plays

Oh, Why They Don't Just Go Ahead and Name the Conference After Us?

San Jose Holiday Parade Recipient of Seven International Awards--Again

Really, it's starting to get embarrassing, we're the Meryl Streep of Holiday Parades. The San Jose Holiday Parade (SJHP) once again swept the International Festival and Events Association (IFEA) annual conference with seven international awards. SJHP received two gold awards -- one for Best Full Length TV Program (local) for the parade broadcast on NBC11/KNTV and the other for Best Single New Sponsorship Program. We've nabbed a Best Broadcast award four years consecutively, two of those on the gold pedestal. The broadcast was also nominated for local Emmy award. The event also received a silver award for Best Miscellaneous Multimedia (Web cast of the parade,) bronze awards for Best Web site, Best Event Program, Best Ad Series and even Best Pin.

SJHP is featured in Southwest Airline's Spirit Magazine Calendar section as one of the events to see in December and in Disney's FamilyFun magazine.

The 2007 San Jose Holiday Parade, Sunday, December 2nd, begins at 8:30 a.m. with the live NBC11 broadcast beginning at 9:00 a.m. This year's lineup features both international & national acts including world-renown Cirque du Soleil, with a sneak preview of KOOZA, which opens in San José in January, Disney Channel singer, Monét, will perform, and Reed Diamond, the co-star of *Journeymen*, which is shot in the Bay Area, as this year's prime time NBC star.



In addition, Public Broadcasting is sending their latest foray into children's programming – RAGGS, a new children's television show on PBS. However, the big draw is this year's Grand Marshal, Mickey Mouse. Yes, that's right, we've got the Mouse. As you know, Mickey only makes appearances at the nation's top events but this is the San Jose Holiday Parade and that's how we roll. For further information on the San Jose Holiday Parade and all the exciting events of parade weekend, go to www.sanjoseholidayparade.com.